

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

July 9, 1998

RJR Account #44880

Mr. P. Martin

A. D. BEDELL

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Page:

Attached are August orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you \$4.75 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L 98 .30 / 1 P K

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51845 6214

A. D. BEDELL

**AUGUST DELIVERY**  
**SALEM TEAR TAPE**

**\*\*\*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT  
DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED\*\*\***

**PRODUCT PO # N/A**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL:

**JULY 27, 1998**

SHIP DATE TO RETAIL:

**WEEK OF: AUGUST 10, 1998**

EFT \$ AMOUNT:

**\$1,298.44**

PACKING / SHIPPING PAYMENT

**\$19.00**

**(4.00 (6M) promoted case(s) @ \$4.75).**

**AUGUST Drive Period 808 / Promotion #800438**

**PROMOTION DESCRIPTION:**

**SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.**

**AUGUST DELIVERY**

51845 6215

BPEN5BB3

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 4

WHOLESALER : 044880 A. D. BEDELL CO. &lt;DIRECT&gt;

DATE: 98-06-29

TEMPLATE : 800438 80800 SAL 98 .30/1 NO

TIME: 09:42 AM

SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162604	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	1		1		2			
162606	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701		1	2		3		NYS	
162607	182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1	1	1	1	4			BRU
162607	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2	2	2	2	8			
162607	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	2	2	2	2	8			BRU
162607	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	2	1	8		11			915298
162607	543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1	1		1	3			917609
162607	566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1	1	1	1	4			941856
162607	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1	1	1	1	4			948513
162607	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	3	3	3	3	12			
162607	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	1	1	1	1	4			BRU
162607	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365			1		1			
173001	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	2	1	1	1	5			
173001	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVIL	PA	16341	2	1	1	1	5			939827
173001	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	3		4	1	8			

PAGE BREAK TOTAL ACCOUNTS	15	TOTAL QUANTITY	22	16	29	15	82
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TEMPLATE TOTAL ACCOUNTS	15	TOTAL QUANTITY	22	16	29	15	82
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51845 6216

# Salem '98

## 30¢ Off Pack Promotion

**NOW  
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



Item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



Item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS

**NEW  
FOR  
'98!**



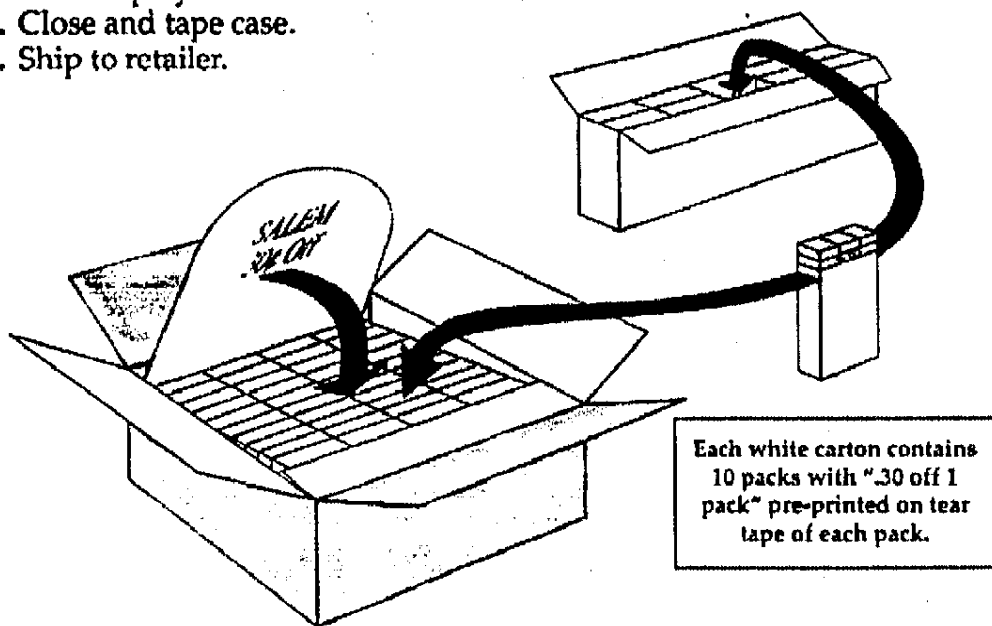
Item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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**WHOLESALE PACKING INSTRUCTIONS****SALEM TEAR TAPE 3RD QTR.'98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

51845 6218

7  
6/3/98